

Characteristic problems of family business

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Family business (not equivalent with small-and medium-sized enterprises) is a dominant enterprise form; according to estimates, 65-80 percent of companies are run by families. They also play a significant role in the Hungarian economy, however, only little research has been made about their needs and special characteristics. As a beginning of our research, on the basis of English- and German language publications of research results, we investigate how international results and models can be implemented and adopted into a Hungarian setting.

While family businesses may exploit their common history, identity, language, as well as from the fact that commitment to the family can increase commitment to work, we must also acknowledge that intimacy in their activities may be an expense on professionalism. Meeting dual (family and business) expectations may result in management innovations.

The aim of our research is to identify systems of values and features of business-family systems that ensure continuity, thus encouraging the innovativeness of family businesses.

Keywords: family business, management, model adaptation

Dilemmas in the operationalization process of sustainability measurement

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The question of well-being is intensively debated in economics for a long time. In the last decades the debate on environmental sustainability joined to the debate on well-being because future well-being is to a high extent influenced by environmental changes.

Both well-being and environmental sustainability are complex notions. This study aims to analyze the dilemmas appearing when operationalizing the latter one. We apply an economic approach, i.e. dilemmas of operationalization are analyzed based on our economic knowledge on sustainability. The main conclusions are that (1) we face unavoidable dilemmas when creating measurement tools for complex notions; (2) environmental economics and ecological economics provide us important aspects in order to be able to make our choices of operationalization regarding the operationalization dilemmas of sustainability; still, (3) these choices are necessarily accompanied by a certain extent of trade-offs and thus value judgments.

